

# One-Product Stores Find Success in Cities

By REYNOLDS KNIGHT

New York City abounds in big department stores, discount houses, and bargain centers where shoppers can find thousands of different items. But, in common with other large cities, it is also experiencing a surge of small one-product specialty shops offering service, "expertise," and very unusual products.

The one-product store is a phenomenon of metropolitan merchandising. Where else but in a very large city can you find stores that sell only kites, watchbands, umbrellas, buttons, drink coasters, telephones, leather clothing, or burlap by the bolt . . . to

### PARKS MEETING SET

Members of the Lomita Parks Commission will convene Tuesday at 7:30 p.m. for their regular meeting. A pre-commission session is scheduled for 7 p.m.

mention a few specialties.

Have these one-product stores been successful? For the most part, yes. The store that sells kites is called the Go Fly a Kite store, naturally. The owner has been doing so well he recently set up a branch operation in Central Park over Labor Day and sold 200 extra kites. The drink-coaster shop began with a small outlet on New York's East Side and subsequently grew to three outlets in New York, plus six more across the country, selling 30,000 coasters a week.

If you come across these shops in your travel you won't have much trouble identifying them. The names stand out. For instance, there's Wig City, Uncle Sam's Umbrellas, Old Buttons, Shelf Studio, and Castello Combative Sports Co., seller of judo uniforms.

WOULD YOU believe that thousands of acres of the U.S.

cornbelt were planted with corn seed that will produce few if any kernels when harvested this fall? Well, it's true, and the prospect delights the farmers who planted the earless corn.

The explanation is that the corn is grown for its stalks, not its grain. Cargill, Inc., of Minneapolis, a major producer of hybrid seed, says that beef and dairymen have discovered benefits of feeding high-sugar-corn silage, ground from the earless stalks.

According to Whitney Mac-Millan, vice president in

### TRAFFIC GROUP MEETS

The Lomita Traffic Commission will meet at 7:30 p.m. tomorrow. Commissioners will consider a petition seeking a commercial weight limitation on Pennsylvania Avenue and the installation of stop signs on Pennsylvania Avenue.

charge of Cargill's seed department, the new corn differs from normal varieties because plant sugars do not convert to starch to make grain but remain in the stalks, which grow to 12 feet tall and are almost all sugar. In feeding tests the new corn-performed regular corn silage and sorghum-sudan silage in daily gains and feed efficiency.

Because of its sugar content, the earless corn has built-in frost and drought resistance says Cargill.

FURNITURE prices are on the rise again. Major producers recently raised wholesale prices and the Southern Furniture Manufacturers Association estimates wholesale prices will rise 3 to 5 per cent nationally this fall . . . On the light side: a movie theater chain plans to offer its patrons more than just popcorn

and candy at the lobby stand. Hungry moviegoers will also be able to buy chicken sandwiches, hamburgers, Chinese egg rolls, and other such goodies. . . And a large mail order house hopes to arouse business in sweatshirts with misspelled university names, such as Northwestern, Wisconsin, Ohio State, etc.

What do you know about stud welding techniques? Nothing? Well, don't feel badly, most customers are in the same boat. But, to manufacturers in an ever widening variety of fields, stud welding means labor cost saving and

production time shaving in overcoming the myriad problems of joining and fastening in metal assembly work.

In welding a stud (a fastener that serves the same purpose as a bolt) to a surface the manufacturer, in effect, installs any kind of bolt he wants—threaded, flanged, etc.—without having to make a hole in the surface to fit it through, and does it quick as a wink. The welding process is now being used extensively to attach trim to autos, hang air conditioning ducts and secure cabling and wiring on ships, aircraft and missiles.

of making 1,800 welds an hour.

Car manufacturers particularly like the process because it eliminates a major source of corrosion on car bodies—the puncturing of water-attracting holes in the body surface for the securing of ornaments and trim.

We have instant tea, instant coffee, and instant dessert, and if a Detroit company's claim is valid we'll have instant oratory. The firm says a \$190 teaching machine it developed will make "almost any" businessman an effective speaker in two weeks. The student reads prepared speeches and simultaneously tries to emulate a recording of a professional announcer's delivery of the same material.

Teachers, take note! A new vacuum cleaner, small enough to be hung on a wall, has been specially designed to remove the chalk from blackboard erasers

### 'Lu Wow' Slated

The Long Beach chapter of Sweet Adelines, Inc., will hold its fifth annual "Lu Wow" at the Brandt Mansion, 2831 E. Ocean Ave., Long Beach, Saturday. Events will begin at 5 p.m.

### SO SOPHISTICATED

has the process become that there are now high-speed automatic welding units available that weld by themselves via programmed "logic circuitry" systems. The KSM Division of Omak Industries, Inc., markets a production unit capable

# Quality Foods!

### Stock Up on Steak Sale!

- U.S.D.A. 'CHOICE' BEEF EACH BITE DELECTABLY RICH WITH FLAVOR  
**PORTERHOUSE STEAK \$1.09** lb.
- U.S.D.A. 'CHOICE' BEEF—ALSO TENDER CUBE STEAK  
**SIRLOIN TIP STEAK 98c** lb.
- U.S.D.A. 'CHOICE' BEEF—TOP ROUND OR BOTTOM ROUND  
**BONELESS STEAKS 98c** lb.

U.S.D.A. 'CHOICE' BEEF  
**BONELESS TOP SIRLOIN STEAK**  
**\$1.29** lb.

HOFFMAN, LUER, FARMER JOHN  
**CENTER HAM SLICES**  
**98c** lb.

HOFFMAN, LUER or FARMER JOHN  
**SHANK PORTION**

VALUABLE FOOD GIANT COUPON  
COFFEE—1-POUND CAN—ALL GRINDS  
**Maxwell House**  
**39c**  
With this coupon and \$3 minimum purchase, excluding fluid dairy products, tobacco and alcoholic beverages. Redeem coupon at any Food Giant Market, Sept. 29 through Oct. 2, 1966.  
1 COUPON PER PERSON—ADULTS ONLY

**FULLY COOKED HAMS**  
**39c** lb.

HOFFMAN, LUER OR FARMER JOHN  
**BUTT PORTION HAM**  
**59c** lb.

**Sea Food**  
FRESH FROZEN EASTERN WHITING **39c** lb.  
FRESH FILET NORTHERN WHITE FISH **69c** lb.  
FROZEN—8-OUNCE PACKAGE GORTON'S FISH STICKS **43c**  
GORTON'S—FROZEN—9-OUNCE PKG. With Lemon Butter **BREADED SOLE 69c**

- RATH SOCIETY BRAND—M-m-m-m... GOOD!  
**BONELESS HALF HAM \$1.29** lb.
- BROWN AND SERVE—8-OUNCE PACKAGE  
**HORMEL LINK SAUSAGE 55c**
- RED SHIELD—ALSO CORN KING—1-LB. PKG.  
**HORMEL SLICED BACON 79c**
- BREAKFAST—12-OUNCE PACKAGE  
**MCCOY'S BEEF BACON 69c**
- DELICIOUS—1-POUND ROLL  
**MCCOY'S BEEF SAUSAGE 55c**
- A SPECIAL BREAKFAST TREAT  
**RATH HONEY DAINTEES 89c** lb.

LARGE, BROWN STEAK—HALF LB.  
**Mushrooms 39c**

U.S.D.A. 'CHOICE' BEEF  
**T-BONE STEAK**  
**98c** lb.

also **CLUB STEAK**

**Van de Kamp's Special**  
THURS.—SUN. SEPT. 29—OCT. 2  
**Fall festival of cakes!**  
Special Prices on 8 Delicious Favorites!

You may cash checks, purchase money orders or pay utility bills at our handy Food Giant Courtesy Booth.

**Liquor Sale!**  
PEDRO GOMEZ IMPORTED—ROSE, REISING, BURGUNDY  
VINTAGE DATED **SPANISH WINE 69c** FIFTH  
CASE OF 12 FIFTHS ONLY \$7.45  
Food Giant Exclusive  
E. G. BOOZ—STRAIGHT—6 YEARS OLD—86 PROOF **Kentucky Bourbon \$3.99** FIFTH  
KENNAWAY'S IMPORTED—86.8 PROOF **Scotch Whisky \$4.98** FIFTH  
DISTILLED, BLENDED AND BOTTLED IN THE UNITED KINGDOM

**Household Needs**  
JAR OF 42—REG. 98c VALUE **STRIDEX PADS 76c** MEDICATED CLEANSING PADS  
**UNITED CRUSADE**  
WE GIVE BLUE CHIP STAMPS

**EXCEDRIN 100 TABLETS**  
**Excedrin 88c**  
Regular \$1.49 Value  
These Prices Effective Thurs. thru Sun. September 29-October 2, 1966

SUNSHINE **HYDROX COOKIES**  
1-lb. pkg. **53c**

PACIFIC CRACKER **TREATS**  
1-lb. pkg. **35c**

NO BUGS M'LADY **SHELF PAPER**  
13-in.x25-ft. roll **49c**

MARY PANG'S FROZEN **CHOW MEIN**  
Pork, Chicken or Shrimp **49c** pkg.  
Pork Chop Suet, 13-oz. pkg., 49c

Redeem Your ROSE COLORED GLASSES **Stampmaster** Coupons Here  
UP TO **\$25,000** IN PRIZES

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